# Tesla and Ecotricity settle UK electric vehicle charging feud after covert tactics exposed



In the burgeoning landscape of electric vehicles (EVs) in the UK, a bitter feud between two industry heavyweights—Tesla and Ecotricity—has unveiled the darker side of the race to electrify Britain's roads. What began as a potential collaboration between the American automotive giant and the UK's green energy pioneer quickly devolved into a lengthy legal battle that would shape industry dynamics and raise ethical questions about corporate conduct.

The rift traced back to 2015 when both companies entered discussions aimed at enhancing the charging infrastructure critical for the expanding EV market. At that time, the UK faced a dire need for fast charging options, and their partnership seemed like a promising solution. However, according to Dale Vince, the outspoken founder of Ecotricity, the situation deteriorated rapidly following a fateful email mishap that revealed Tesla’s underhanded strategy to undermine Ecotricity’s position within the EV sector.

In a podcast discussion, Vince shared insights about the email, intended for a Tesla executive, which laid bare a covert three-pronged plan: pressuring landlords to sever ties with Ecotricity, orchestrating unfavourable media narratives, and lobbying government officials to favour Tesla's growth. As tensions escalated, Ecotricity swiftly secured a High Court injunction, signalling the start of a three-year legal saga that captivated and divided the industry. Court documents hinted at Elon Musk's aggressive approach, summarised in his alleged remarks, “It’s not their Electric Highway, it’s our Electric Highway.”

This confrontation represented a quintessential “David vs Goliath” scenario, where Vince accused Tesla of leveraging confidential information to encroach upon strategic charging locations while masquerading as a cooperative partner. Ultimately, the protracted litigation culminated in a confidential settlement that saw Tesla compensate Ecotricity, although the details surrounding the agreement remain undisclosed. Despite the resolution, the damage to relationships lingered. Vince did not hold back, declaring Musk "amoral" and dismissively stating he would never own a Tesla.

In the years since, the landscape of the UK’s charging network has dramatically metamorphosed, with projections suggesting over 8,000 rapid EV chargers will be operational by 2025, a stark rise from the mere hundreds available in 2015. This rapid growth points to an industry rebound from the bitter feud, yet it also casts a shadow of caution. As major tech firms continue to stake claims in the green energy sector, the question of how to cultivate local innovation while offering protection against larger, more influential competitors remains paramount.

The lessons from this protracted dispute are crucial for emerging British startups. Companies must approach non-disclosure agreements with vigilance, safeguard proprietary information diligently, and remain sceptical of seemingly advantageous partnerships with larger players. Quick legal action could prove vital in preserving their market positions against more aggressive global strategies.

As the electric vehicle race accelerates, so do the stakes for innovation, strategic partnerships, and ethical conduct—elements foundational not only to corporate integrity but also to the larger narrative of the UK's green ambitions.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://j6simracing.com.br/news-en/tesla-vs-ecotricity-inside-the-bitter-uk-ev-feud-that-shook-the-green-energy-industry/179300/), [[4]](https://www.independent.co.uk/news/business/news/electric-car-tycoons-settle-charging-point-legal-battle-10398254.html)
* Paragraph 2 – [[1]](https://j6simracing.com.br/news-en/tesla-vs-ecotricity-inside-the-bitter-uk-ev-feud-that-shook-the-green-energy-industry/179300/), [[2]](https://www.theguardian.com/environment/2016/apr/06/tesla-loses-latest-battle-with-ecotricity), [[5]](https://www.thelawyer.com/oc-client-tesla-settles-with-ecotricity-out-of-court-in-electric-charger-row/)
* Paragraph 3 – [[3]](https://www.businesscar.co.uk/news/tesla-settles-ecotricity-court-dispute/), [[6]](https://www.engadget.com/2015-06-18-tesla-ecotricity-motorway-superchargers.html)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://j6simracing.com.br/news-en/tesla-vs-ecotricity-inside-the-bitter-uk-ev-feud-that-shook-the-green-energy-industry/179300/> - Please view link - unable to able to access data
2. <https://www.theguardian.com/environment/2016/apr/06/tesla-loses-latest-battle-with-ecotricity> - In April 2016, Tesla's complaint against Ecotricity's 'greenest energy' claims was dismissed by the UK's Advertising Standards Authority. Ecotricity's founder, Dale Vince, expressed surprise at Tesla's actions, highlighting the ongoing tensions between the two companies over charging infrastructure.
3. <https://www.businesscar.co.uk/news/tesla-settles-ecotricity-court-dispute/> - Tesla and Ecotricity reached an out-of-court settlement in 2015, ending a prolonged legal dispute over the installation of Tesla's Superchargers at UK motorway service stations. The terms of the settlement remained confidential, but both companies continued to expand their charging networks independently.
4. <https://www.independent.co.uk/news/business/news/electric-car-tycoons-settle-charging-point-legal-battle-10398254.html> - In 2015, Tesla and Ecotricity settled a legal battle over electric vehicle charging points. The dispute began when Tesla allegedly used confidential information to approach Ecotricity's partners, leading to accusations of breach of non-disclosure agreements and unfair competition.
5. <https://www.thelawyer.com/oc-client-tesla-settles-with-ecotricity-out-of-court-in-electric-charger-row/> - In June 2015, Tesla and Ecotricity settled an out-of-court dispute over the installation of Tesla's Superchargers at UK motorway service stations. The settlement concluded a year-long legal battle, allowing Tesla to expand its charging network in the UK.
6. <https://www.engadget.com/2015-06-18-tesla-ecotricity-motorway-superchargers.html> - In June 2015, Tesla and Ecotricity reached an out-of-court settlement over the installation of Tesla's Superchargers at UK motorway service stations. The dispute had intensified after Tesla allegedly used confidential information to approach Ecotricity's partners, leading to accusations of unfair competition.
7. <https://www.theguardian.com/environment/2014/may/22/tesla-uk-utility-electric-car-charging-stations> - In May 2014, Ecotricity accused Tesla of attempting to take over several of its electric vehicle charging sites at UK motorway stations. The dispute arose after Tesla allegedly used confidential information to approach Ecotricity's partners, leading to legal action.